



WTIC-TV

ORDER

Print Date 08/03/12

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Flight Dates 08/06/12-08/14/12

Contract / Revision 377514 /

Original Date / Revision
08/03/12 08/03/12

Advertiser Murphy/D/Sen/CT

Agency Media Strategies

Buying Contact

11350 Random Hills Rd.
Suite 670
Fairfax, VA 22030Primary Account Executive
Steve Rabb

Account Executive	Order%	Start Date	End Date
Steve Rabb	100%		

Product
DEM SENATE

Agency Com 15%

Billing Contact

11350 Random Hills Rd.
Suite 670
Fairfax, VA 22030

Sales Office L-HRT

Sales Region Local

Agency Ref

Order Sep 00:15:00

Estimate # 11550

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL CAND

Product Codes PL3

Priority 03

Advertiser Ref

Order Share 14% Market Value 44107

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	32%	14114
4WVIT	26%	11467
5WTNH	28%	12350
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	16	\$5,248.75	\$6,175.00	0.00	07/30/12	08/14/12	16	\$5,248.75	\$6,175.00
Totals	16	\$5,248.75	\$6,175.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	61	08/10/12	08/10/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	----1--	:30	1	\$65.00	03	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	----1--		1		\$65.00		0.00					
N 2	61	08/07/12	08/09/12	M-F 7a-8a Tu,Th 7a-8a	CM	7a-8a	-1-1---	:30	2	\$125.00	03	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	-1-1---		2		\$125.00		0.00					
N 3	61	08/14/12	08/14/12	M-F 7a-8a Mon 7a-8a	CM	7a-8a	-1-----	:30	1	\$125.00	03	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	-1-----		1		\$125.00		0.00					
N 4	61	08/06/12	08/08/12	M-F 8a-9a M,W 8a-9a	CM	8a-9a	1-1----	:30	2	\$65.00	03	0.00	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	1-1----		2		\$65.00		0.00					
N 5	61	08/13/12	08/13/12		CM	8a-9a	1-----	:30	1	\$65.00	03	0.00	NM	1	\$65.00

